

Sustainable Packaging in Horticulture

Industry Workshop Summary Report



INTRODUCTION

On Friday, June 19th 2020, Garden City Plastics, Greenlife Industry Australia and APCO hosted an online industry workshop to consider Sustainable Packaging in Horticulture. Bringing together more than 80 participants from across the Australian horticultural value chain, the industry gathering marked the next step in developing a sector-specific approach to address packaging sustainability challenges particular to the Australian horticultural industry.

The workshop aimed to establish a collaborative forum in which to progress that work, to identify those resource recovery challenges unique to the sector and create a strategic approach to developing solutions. Framed around an initiative to establish an industry-wide recycling scheme for Polypropylene plant packaging, the session focus was expanded to consider the next steps in developing an on-going sector-based work program to driving action and improve packaging sustainability across the horticultural packaging landscape.

BACKGROUND

Seeking advice on driving the establishment of a national recovery and recycling program for Polypropylene (PP5) plant packaging, GCP approached APCO in 2019, to discuss a potential approach based on work already underway.

In the wake of successful sectoral engagement with the Wine Industry, APCO recognised an opportunity to initiate a sectoral approach with the horticultural sector and the PP5 Recycling Program provided the ideal foundation on which to build a sector-specific dialogue.

After initial meetings with a small group of industry participants, to gauge appetite and support for the initiative, GCP and APCO were invited to present the initiative at the 2020 Greenlife Industry Australia National Conference in Perth in March. This session was aimed at publicising the PP recycling program and to introduce APCO's participation to a wider industry audience, as the starting point for the development of a sector-based project looking at packaging sustainability for horticulture.

The inaugural industry workshop, originally planned to coincide with the Melbourne Flower and Garden Show in May, was postponed due to the global pandemic emergency and rescheduled to take place as an online event on June 19th 2020.

WORKSHOP PARTICIPANTS

Workshop invitations were distributed widely, across the APCO membership and GCP's extensive supply chain and customer base. With the support of Greenlife Industry Australia, coverage of the initiative in the GIA Member Newsletter ensured broad exposure the horticultural industry and assisted with introducing the project to a diversified sector-specific audience.

CLOSING THE LOOP ON POLYPROPYLENE (PP5)

By Gabrielle Stannus

As the Australian Government seeks to deal with the nation's waste onshore as a result of the Chinese 'ban', our greenlife industry is leading the way by closing the loop on polypropylene (PP5).

In 2018 China's 'National Sword' policy banned the import of most plastics and other materials headed for that nation's recycling processors. Australia needed to act quickly to find alternative pathways for our country's waste. The Australian Government evolved the National Waste Policy, incorporating the principles of a circular economy to better support repeated use of resources. It then established the ambitious 2025 National Packaging Targets, aiming for 100% of packaging to be reusable, recyclable or compostable; 70% of plastic packaging recycled or composted; 50% average recycled content across all packaging; and the phase out of problematic and unnecessary single-use plastic packaging, all by 2025. The Australian Packaging Covenant Organisation (APCO) is the agency leading the delivery of the targets and works on the ground with a range of sectors – including the greenlife industry – to help address these specific waste and recycling challenges.

Problems with plastic

"We originally started with the 30% recycled content target, which having done some work over the last 12 months has been increased up to 50% because we are doing pretty well in that space in some materials. However, this early success has highlighted problems around plastic," says Jayne Paramor, APCO's Sustainability Manager.

"With plastic packaging, we are seeing a recycling rate of 16%, and an average recycled content rate of 2% across all plastic packaging. So that is an area that has been highlighted as really needing some focus," says Jayne. A study commissioned by APCO last year found for example that only 8% of polypropylene (PP5) packaging on the market was being recovered for recycling (~12,000 from 164,000 tonnes). This is despite polypropylene being relatively easy to mould and work with. "From a recyclability perspective, polypropylene has pretty much an infinite lifecycle being able to be put around the system a very large number of times with minimal degradation. So, in that respect it's a very desirable polymer," says Jayne.

2025 National Packaging Targets

- 100% of packaging to be recycled or composted
- 70% of plastic packaging recycled or composted
- 50% of packaging to be recycled or composted
- Phase Out of problematic and unnecessary single-use plastic packaging

The 2025 National Packaging Targets were revealed March this year to help us understand the recycle content packaging target. Photo: Australian Packaging Covenant Organisation.

Figure 1 - Greenlife Industry Australia Member Notification

More than 80 participants registered to join the workshop and the enthusiasm for the program translated into a 100% attendance rate, with 86 delegates joining the session on the day.

The audience comprised a broad representation of participants along the horticultural value chain, bringing a range of perspectives to the discussion. The groups included and their proportionate representation are outlined below.

Horticultural Value Chain Groups

- Growers / Propagators
- Packaging manufacturers
- Horticultural wholesalers
- Retailers / Nurseries
- Landscapers / Landscape Architects
- Plastics Recyclers / Re-processors
- Transport / Distribution
- Industry Associations / RDCs



Figure 2 - Greenlife Industry Workshop Participant Groups

WORKSHOP AGENDA

The workshop was broken into three sections

- Setting the scene – GCP, APCO, GIA
- Polypropylene Plant Packaging Recycling Program
 - Industry Pledge
 - Open Industry Letter
- Brainstorming breakout session, reviewing three topics
 - National Rollout of PP5 Recycling Program Further steps for
 - Consumer labelling for PP5 plant packaging
 - Horticultural Value Chain Mapping

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A PDF copy of the workshop slide decks can be downloaded from the Greenlife Industry Australia website (Filesize: 23Mb).



SETTING THE SCENE

To bring those attendees who were new to the discussion up to date, the workshop commenced with GCP, APCO and GIA describing their respective roles in the initiative and outlining the current situation with PP5 recycling in Australia.

Matthew Mills, *National Sales & Marketing Manager* outlined GCP's motivation for driving the program. Through an increasingly prevalent dialogue with customers and suppliers, seeking ways to improve the environmental impacts of ornamental horticulture packaging on the Australian market, GCP identified an opportunity to close a loop around Australian PP5 plant packaging.

As a well-established family-owned Australian manufacturing business and significant end-user of recycled PP5 in its production processes, GCP focused on how best to improve the circularity of the material for the sector as a whole. Identifying material collection as the weakest link in the chain, GCP then took a Product Stewardship approach with a view to developing a nationwide collection and reprocessing framework for the sector, to support the increased recovery and reutilisation of the horticultural PP5.

Working with nursery retailers, packaging manufacturers and Victorian plastics re-processor, Astron Sustainability, GCP established pilot programs to provide consumer-facing collection points for PP5 plant pots, tags and stakes, and delivered a number of successful localised initiatives around NSW and Victoria.

Seeking to drive expansion of the program to a national level, GCP engaged in a number of partnerships with organisations including GIA and APCO, to amplify awareness of the program and to establish an independent platform through which to drive action and help industry deliver against the 2025 National Packaging Targets.

Jayne Paramor, *Sustainability Partnership Manager* at APCO, outlined the role that APCO plays in driving packaging sustainability across Australia, through the administration of the Australian Packaging Covenant, crystallised under the National Environment Protection Measure (Used Packaging Material) 2011. The outline included:

- an overview of the 2025 National Packaging Targets and the Australian packaging landscape
- an introduction to the APCO Collective Impact model

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- the current state-of-play on Australia's progress towards a circular economy for packaging
- APCO's strategic approach to delivering the 2025 National Packaging Targets – 2020-2025, including updated polymer-specific recycled content targets.
- APCO's Sectoral approach to addressing industry-specific packaging sustainability challenges

Peter Vaughan, CEO of Greenlife Industry Australia recounted the transition of the organisation from Nursery and Garden Industry Australia to the current peak industry body, Greenlife Industry Australia, in the wake of a detailed 4 year review, restructure and relaunch program. GIA supports businesses and organisations that provide products and services for greenlife production; produce, supply and retail greenlife or promote the benefits of and share greenlife with the community.

Peter outlined GIA's 2020-2023 Strategic plan and the role of sustainability as a key pillar of that strategy for the Greenlife sector as a whole. Within the sustainability strategy and in addition to a broad range of complementary initiatives across the sector, GIA has a stated intention to deliver ambitious waste reduction and emissions targets for the industry, which sets the scene for GIA's involvement in the Sustainable Packaging initiative.

POLYPROPYLENE PLANT PACKAGING RECYCLING PROGRAM

More than 30 years after an industry-wide commitment to use Polypropylene (PP5) as the preferred material for ornamental plant packaging, Australia's horticultural industry is already doing a good job. PP5 is a highly versatile plastic polymer and endures minimal degradation through the recycling process, making it an ideal resource to capture and reuse many times over.

By committing to source PP5 plant packaging manufactured on-shore by Australian suppliers, horticultural growers and distributors can drive an end-market for the recycled PP5 that is currently being recovered through existing systems. Leakage however, still exists, primarily due to inconsistencies around whether PP5 can be placed in household recycling bins around Australia and to challenges associated with recycling black plastics, the predominant colour currently used by Australian horticultural users. Subsequently, a substantial volume of PP5 plant packaging is either being down-cycled into sub-optimal uses, or sent directly to landfill, despite the existence of a viable end-market for the material.

With an already strong recycling model underpinning the use of PP5, the Australian horticultural industry has an opportunity to close the loop on ornamental plant packaging, while increasing the use of recycled content, creating domestic capacity and employment opportunities, and taking a collaborative, industry-wide approach to packaging sustainability.

A number of successful pilot programs were conducted by GCP in 2019, in conjunction with nursery chains FlowerPower and Plantmark, horticultural packaging manufacturer Norwood Industries and plastics recycler, Astron Sustainability. These pilots notably increased the quantity and quality of PP5 available for reprocessing, highlighting the benefits of separating the material at source, to generate a consistent, uncontaminated source of recyclable feedstock. Such pilots are replicated by a number of localised initiatives currently underway around Australia, offering patchy access to collection points for local consumers and providing material recovery services and reprocessing for remanufacture back into plant packaging.

The focus of the PP5 Horticultural Recycling program is to consolidate the work being done by the Australian horticultural sector and bring together those local programs, to create a national scale circular system for PP5 in

Australia. The workshop described the steps required and initiated the process of establishing the framework for a national collection scheme.

The following steps were outlined:

PP5.COM.AU PP5.com.au has been setup as a shared resource to support the establishment of a National Horticultural PP5 Recycling Scheme.

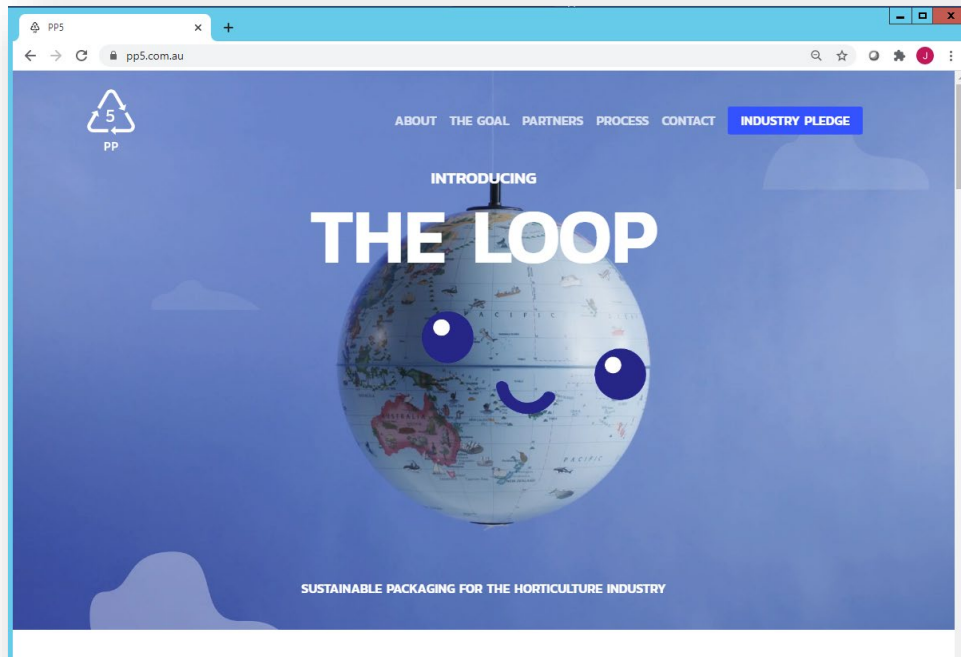


Figure 3 - <https://pp5.com.au/>

The website will initially be an industry resource, providing a base for communicating industry activities and encouraging engagement and participation to drive the establishment of the program.

The site provides a focus point to bring the horticultural industry, recyclers, packaging manufacturers, retailers and consumers together, to close the loop on PP5 recycling.

On-going enhancements to the site will include a collection point registration facility and an interactive searchable mapping tool to assist gardeners to locate their closest PP5 drop-off location.

INDUSTRY PLEDGE

Participants in the Horticultural Packaging Value Chain are encouraged to make a public business commitment, to participate in the National Horticultural PP5 Recycling Scheme, by signing up to an Industry Pledge:

HORTICULTURAL INDUSTRY PLEDGE

As companies, and as an interconnected network of participants in the ornamental horticulture industry, we declare our unified commitment to help create a closed loop for plastic materials used in horticultural plant packaging across Australia.

Recognising the economy, suitability and repeated recyclability of Polypropylene (PP) as a packaging material, we work and will continue to work towards industry harmony in the use of PP as the preferred material for plastic packaging in ornamental horticulture, labelling and distribution systems, to enable an industry-wide closed loop packaging system for ornamental horticulture.

We will tell the story behind our choices to our supply chain and to our customers and encourage active participation in existing and future recycling programs, to improve recovery and reprocessing of PP packaging materials.

We will help to improve plastics recovery, build domestic plastic processing capacity, keep recyclable plastics out of landfill and drive increased use of recycled plastics in ornamental horticulture packaging, in support of the 2025 National Packaging Targets.

Pledge signatories provide their details and a business logo for display on the <https://PP5.com.au> website and will be provided with a logo for use on business collateral, to demonstrate their support for the program.

Signatories will also be provided with a fact sheet identifying how different participants in the Value Chain, to participate and promote the program.

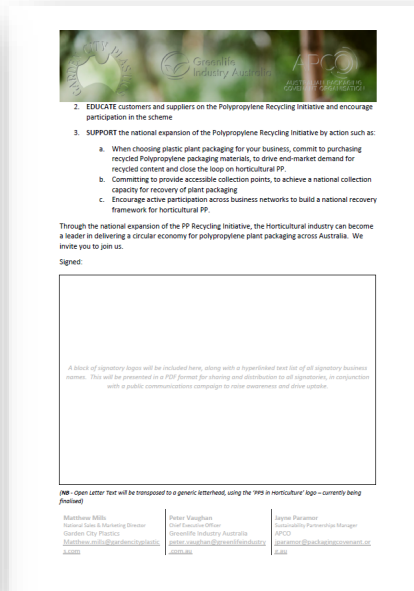
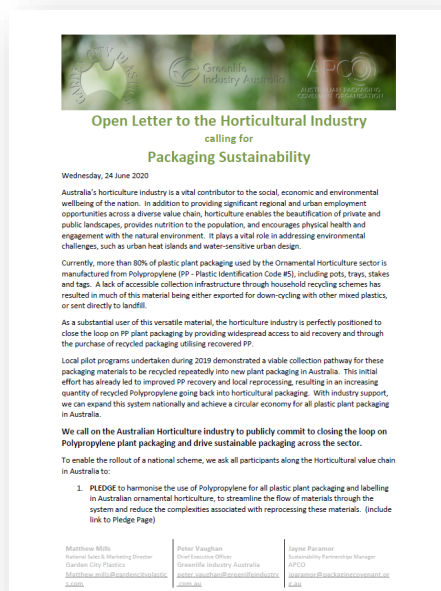
OPEN INDUSTRY LETTER

To drive industry participation in a National scheme, signatories to the Industry Pledge are also invited to sign an Open Industry Letter, calling on *all* participants in the Horticultural sector to support and aid the development of a National Horticultural PP5 Recycling scheme.

The Open Industry Letter will remain available to interested parties until August 21st 2020 and signatories can nominate support via a selectable option available on the Industry Pledge sign-up page. The letter will then be distributed during w/c 24th August 2020, via a coordinated national communications campaign, delivered in conjunction with the project partners. Signatories will be provided with a range of communications materials to support promotion of the Scheme and the Industry Call to Action, for use within their own networks.

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We encourage all industry participants to become signatories to the Open Industry Letter, to add weight to the call for action.



The Final Agreed Open Letter Text

Australia's horticulture industry is a vital contributor to the social, economic and environmental wellbeing of the nation. In addition to providing significant regional and urban employment opportunities across a diverse value chain, horticulture enables the beautification of private and public landscapes, provides nutrition to the population, and encourages physical health and engagement with the natural environment. It plays a vital role in addressing environmental challenges, such as urban heat islands and water-sensitive urban design.

Currently, more than 80% of plastic plant packaging used by the Ornamental Horticulture sector is manufactured from Polypropylene (PP – Plastic Resin Identification Code #5), including pots, trays, stakes and tags. A lack of accessible collection infrastructure through household recycling schemes has resulted in much of this material being either down-cycled with other mixed plastics, or sent directly to landfill.

As a substantial user of this versatile material, the horticulture industry is perfectly positioned to close the loop on PP plant packaging by providing widespread access to aid recovery and through the purchase of recycled packaging utilising recovered PP.

Local pilot programs undertaken during 2019 demonstrated a viable collection pathway for these packaging materials to be recycled repeatedly into new plant packaging in Australia. This initial effort has already led to improved PP recovery and local reprocessing, resulting in an increasing quantity of recycled Polypropylene going back into horticultural packaging. With industry support, we

can expand this system and achieve a circular economy for all plastic plant packaging in Australia and New Zealand.

We call on the Australian Horticulture industry to publicly commit to closing the loop on Polypropylene plant packaging and drive sustainable packaging across the sector.

To enable the rollout of a national scheme, we ask all participants along the Horticultural value chain in Australia to:

1. **PLEDGE** to harmonise the use of Polypropylene for all plastic plant packaging and labelling in Australian ornamental horticulture, to streamline the flow of materials through the system and reduce the complexities associated with reprocessing these materials. (include link to Pledge Page)
2. **EDUCATE** customers and suppliers on the National Horticultural PP5 Recycling Scheme and encourage participation in the scheme
3. **SUPPORT** the national expansion of the National Horticultural PP5 Recycling Scheme by action such as:
 - a. When choosing plastic plant packaging for your business, commit to purchasing recycled Polypropylene packaging materials, to drive end-market demand for recycled content and close the loop on horticultural PP.
 - b. Committing to provide accessible collection points, to achieve a national collection capacity for recovery of plant packaging
 - c. Encourage active participation across business networks to build a national recovery framework for horticultural PP5.

Through the national expansion of the National Horticultural PP5 Recycling Scheme, the Horticultural industry can become a leader in delivering a circular economy for polypropylene plant packaging across Australia.

We invite you to join us.

BREAKOUT SESSIONS

The workshop group was then broken into three sub-groups, to discuss other areas for consideration and initiate the process towards delivering a National Horticultural PP5 Recycling Scheme.

TOPICS FOR DISCUSSION

Group 1

Deliver National Roll Out of PP5 Recycling Program and Consumer Labelling with Australasian Recycling Label (ARL)

Challenges:

- Demonstrating economic viability - Cost of Virgin vs Recycled resin, participation costs for business - identification of cost centres along recovery chain.
- End-user and industry education to drive behaviour change and widespread engagement.
- Access to collection services in remote and regional areas
- One-way logistics supply chain

Opportunities:

- Leverage market activity of Hort Innovation on behalf of industry - *Green Spaces – Better Places* – incorporate activity and deliver messaging around use of plants
- Hort Innovation Sustainability Framework in development.
- Sustainability certification – business / professional – include engagement around horticultural packaging aligned with APCO guidelines.
- Need to engage the landscaping channels – education / certification opportunities
- Tell the story of what the industry is doing, to inspire and engage consumers / trade / end-users / staff
- Utilise technical resources to share information, paired with clear labelling to inform end-users
- Utilise State associations to engage growers, retailers, allied suppliers at local level.
- Utilise reverse-logistics to transport collected materials

Next steps:

- Develop business modelling to validate economic viability – consideration in the broader carbon accounting context, potential for labelling under the Australasian Recycling Label (www.arl.org.au) as an alternative destination for recovery (REDCycle model).
- Work with GIA on incorporation of packaging education in sustainability certification program.
- Develop education materials / collateral targeting industry / commercial / retail / consumer audiences
- Establish contacts within the Landscaping channel to expand network reach to commercial users
- Engage state associations to expand communications to engage a wider range of value chain participants.
- Evaluate potential for PP5 collection to be considered in APCO Remote and Regional work.
- Investigate potential reverse-logistics opportunities to increase efficiency of recovery process

Group 2 Labelling with 'Australian Made'

Challenges:

- Domestically, recyclability more pertinent than 'Australian made' at the current time, but strong correlation from a messaging perspective
- **Australian Made** logo designed to identify Australian product in the International marketplace – question of relevance to Australian packaging made in the Australian market for the Australian market.
- Tooling challenges to enable additional marking on plant packaging – minor, may incur capex for manufacturers
- Lack of information publicly available about material sourcing for plant packaging – use of Australian Made label could assist in clarifying the material source – if all Australian-made PP5 packaging is labelled, this will call out those pots NOT made in Australia / using Australian materials
- PP5 still not used in some packaging formats – eg: large pots for established trees currently PE – flexibility required
- Different audiences for promotion requiring different messaging – commercial vs retail / professional vs consumer etc

Opportunities

- Put recyclability / recycling story first – start with recyclability focus / story – suggested labelling ‘Recycled in Australia’ – utilise **The Loop** (<https://pp5.com.au/>) branding to create recognisable ‘brand logo’
- Separate commercial and retail channels – different strategies / messaging
- Extend reach of labelling to include product (plant) and packaging to promote ‘Recycled in Australia’
- Survey of PP pot formats, to understand where the PIC ‘PP’ symbol is used and where it isn’t – this could then grow to be a pledge or assurance from manufacturers and suppliers to include the PP 5 logo on all PP packaging types.
- Survey to understand where current PP volumes are sourced, either locally or internationally. This will form a baseline for industry to work towards Australian Made and the existing supply + demand.
- Industry education campaign – leverage industry associations – crafted messaging
- Consumer education campaign – leverage Local Gov’t to support consumer messaging
- Potential update to Australian standards for manufacturers to ensure recycled & recyclable materials are utilised in PP pot manufacturing
- Update relevant Australian Standards governing pot manufacture to include a recycled content requirement – pledge signatories agree to apply standards in packaging procurement

Next Steps:

- Audit of horticultural packaging manufacturers / importers to understand source / material composition / prevalence of PIC (PP) labelling / proportion of PP in hort packaging market
- Assess existing supply chain Investigate Plastics Recyclers’ appetite / capacity to accommodate additional labelling
- Evaluate resonance of ‘Recycled in Australia’ with consumers to assist with identifying Australian provenance of recycled packaging – knowledge to provide consumer insights to industry.

Group 3

Ornamental
Horticulture Value
Chain Mapping

Challenges

- Closing the loop along the horticultural packaging value chain– need to ensure all points in chain are in place – economic impacts from collecting material when no end market exists
- Logistical challenges along supply chain for recovery – efficiencies, costs – often cheaper to place packaging materials in general waste → landfill
- Soft plastics in transport packaging being lost
- Kerbside collections not universally capable of sorting PP, particularly black → mixed plastics, lost value
- Divergence - industry moving away from black plastics due to sustainability implications, retailers requiring homogenised black plastic from suppliers
- Plastic-intense packaging – design considerations
- Lack of action → Risk of government intervention

Opportunities

- Supply chain mapping – put elements of horticultural supply chain against the packaging value chain – what materials are involved and what leakages and challenges are experienced at each point, and which organisations/stakeholders/businesses are involved per point. Allows the identification of any key stakeholders missing from this Working Group to contribute to the conversation. E.g. table – what packaging is used where – boxes during transport, soft plastics as secondary packaging, etc.
- Considerations for regional/shire consolidation hubs of product ready to be recycled – overcoming inefficiencies for individual growers to freight to recycling centres
- Soft plastic recycling – a potential opportunity in this sector to overcoming pots wrapped in soft plastics. Consider solutions for overcoming challenges associated with the large volumes required in order to transport for recycling (considering carbon costs associated with transport).
- Use previous industry initiatives as a model – UK horticulture industry-led initiative to overcome black pot recycling challenges – whole industry moved to taupe as a collective, dropping own colours and own branding to send a message as a collective.
- Developing design guidelines – outline industry best-practice: moving away from black plastics, considering dimensions and amount of material to optimise material efficiency. Discussion regarding Australian design for pots tending to be plastic-intense compared to the rest of the globe. Considering flow-on effects from design for the programming of machinery (eg: potting equipment) to handle different polymer densities, etc.
- Education must accompany every step of the initiative – end-consumer, but also industry. Identify position in the supply chain and the knowledge-gaps encountered.
- Develop broader education and uptake through clear communication - ensure that messaging regarding the 100% PP recyclability communicates the importance and capacity for recycling by the Australian industry.

Next Steps:

- Refine Value Chain mapping to accurately reflect packaging material flows through industry.
- Identify key businesses / business types at each stage of the Value Chain
- Map packaging material used by businesses at each stage of Value Chain
- Identify potential contributions / actions for participants at each stage of Value Chain
- Evaluate development of industry-specific design guidelines
- Develop education program for industry / commercial / retail, consumers

KEY OVERARCHING THEMES

While the Workshop was convened with the initial focus of driving the establishment of a National Horticultural PP5 Recycling Scheme, discussions throughout the session highlighted that the topic of sustainable packaging in horticulture is substantially larger than just this initial step. Nuance and complexity exists within the Horticultural packaging value chain and a broader set of objectives are required to extend the remit of the project and drive packaging sustainability across the industry as a whole.

Each breakout group identified a number of opportunities and next steps, specific to each of the discussion areas outlined above. As a product of this discourse, a number of common overarching themes emerged from the workshop session, demonstrating an industry appetite to take a broader view of packaging sustainability across the entire horticultural sector. Coordinated approaches across these themes will support the identification of sector-specific packaging challenges, the development of solutions and the communication required to articulate that progress across industry and consumers.

- **BRANDING**

- Drive an Industry-wide initiative for all horticultural packaging – proactive, collaborative, point of pride for the sector enhancing sustainability credentials
- Develop consistent industry-specific branding to convey collegiate industry approach and coalesce action through a unified industry platform.
- Tell the story!

- **EDUCATION**

- Must accompany all steps of the initiative, to ensure messaging is tailored to target audiences to drive desired behaviour change.
- Existing networks are well-established and ready to support education programs, information sharing, knowledge gathering
- Labelling options should be explored to support education and behaviour change objectives for business and consumers.

- **MATERIAL DESIGN AND USE**

- Better understanding of participants, packaging material flows and formats throughout the Horticultural packaging value chain from which to develop strategic action to tackle resource recovery challenges across industry
- Development of tailored industry-specific design guidelines to promote Australian 'best-practice' for all identified horticultural packaging formats.

- **STAKEHOLDER ENGAGEMENT**

- Widen the reach of the Sustainable Packaging in Horticulture initiative to engage relevant subsectors
- A holistic view of the sector will enable the development of targeted strategic actions to address nuanced challenges – bring in groups such as Landscapers / Commercial growers / Production Horticulture etc.

- **DATA / KNOWLEDGE**

- A clear evidenced base to provide understanding of packaging across the sector must underpin any action. This will enable the identification of challenges and provide benchmarks from which to report progress.
 - volumes
 - material composition
 - existing collection infrastructure
 - occurrence in the value chain

COMMON QUESTIONS

Workshop participants were encouraged to submit questions, comments and feedback throughout the session, to assist with identification of challenges and potential solutions and highlight areas that required further clarification or investigation.

A summary of the questions and responses are listed below:

- **What materials, other than pots, stakes, tags and trays can be included in the collection?**
 - Initially, the National Horticultural PP Recycling program will be focused on plant packaging marked with the PP5 Plastic Identification Code. PP is a highly versatile and repeatedly recyclable material, used in a variety of applications. The establishment of end-markets for the recycled PP5 will potentially extend the potential collection capacity of the system, however this will be evaluated as part of the ongoing refinement of the scheme.

- **Can on-line retailers participate in the PP5 Recycling scheme?**
 - Online retailers can participate by pledging to support the scheme and committing to:
 - talk to suppliers about the Sustainable Packaging in Horticulture initiative and encourage involvement.
 - engage the supply chain to understand the source of plant packaging material used by the business
 - ensure the use of PP5 wherever possible to drive consistency across all plant packaging in the Australian market
 - ask suppliers about how much recycled PP5 is being used plant packaging and whether that can be increased
 - educate your customers about how they can participate in the national recycling scheme and point them to the PP5.com.au website to find a drop-off point for their used plant packaging
 - continue to participate in the Sustainable Packaging in Horticulture initiative to help build a sustainable packaging strategy for Australian horticulture as a whole.

- **Does Australia have sufficient capacity to absorb the collected materials**
 - PP5 is the third most widely used polymer on the Australian packaging market (after HDPE and LDPE), but only 8% of that material is currently being recovered from the consumer.
 - It is widely used in business applications, particularly non-food applications, which increases versatility for recycled material.
 - The sectoral approach being established with the PP5 recycling scheme will increase the volume of recycled PP5 available to the Australian market, by removing it from co-mingled recycling streams, where it is generally down-cycled among other mixed plastics, or sent to landfill.
 - A clean, source-separated stream of PP5 will improve the potential for the material to be recycled back to its highest value – eg: a pot recycled back into new pot.
 - The Australian horticultural packaging sector has indicated capacity to increase the volume of recycled content in its product, providing a guaranteed end market for material produced by the sector.

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- The recycled content rate for PP5 packaging in 2017/18 was 3%. The updated National Packaging target aims for an average of 20% recycled content in PP5 packaging and will drive demand for recycle, increasing business confidence and improving economic viability for the collection and reprocessing businesses that will close the loop.

NEXT STEPS:

● COMMIT

- Visit PP5.com.au and Take the Pledge
- Become a signatory to the Open Industry Letter (closes August 21st 2020)
... and remember to have your company logo ready to upload (.jpg / .png format).

● PROMOTE

- Incorporate the Pledge Logo on business collateral

● ACT

- Start taking action to deliver on the Pledge

● COMMUNICATE:

- Talk to your networks and your customers, about the National Horticultural PP5 Recycling scheme and the PP5.com.au website, and encourage them to participate in the scheme.

● KEEP WORKING WITH US – THIS IS JUST THE BEGINNING...

- Next Meeting: TBC – anticipated early-September and we hope to have some exciting news to share.

Please let Jayne know if you have any items that you would like to add to the agenda for discussion.

We thank all the participants who joined the inaugural workshop and look forward to continuing this work to build an Industry Working Group to drive sustainable packaging.

Should you have any additional feedback regarding the workshop proceedings as summarised here, or the Sustainable Packaging in Horticulture project more generally, please don't hesitate to contact us:

Matthew Mills

National Sales & Marketing Director
Garden City Plastics
Matthew.mills@gardencityplastics.com

Jayne Paramor

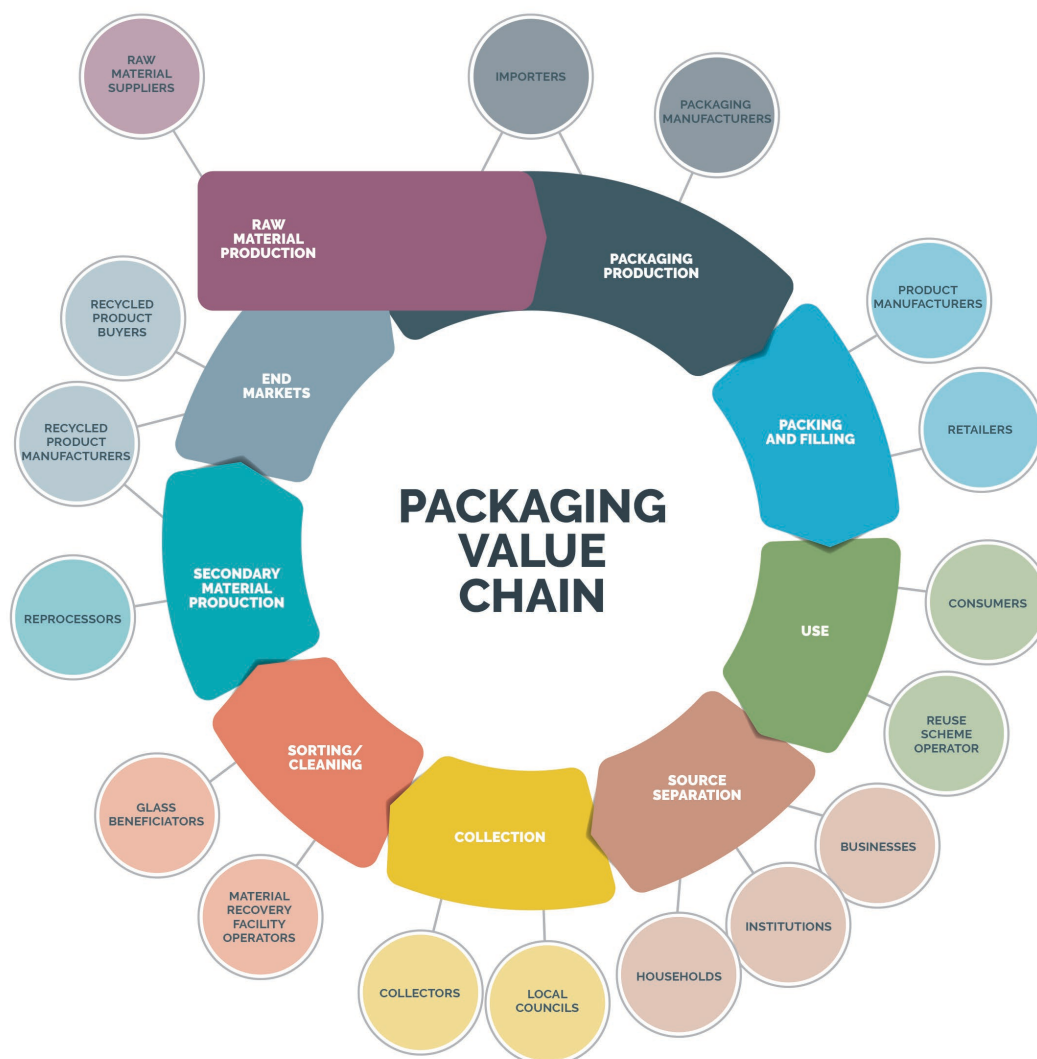
Sustainability Partnerships Manager
APCO
jparamor@packagingcovenant.org.au

Peter Vaughan

Chief Executive Officer
Greenlife Industry Australia
peter.vaughan@greenlifeindustry.com.au

We look forward to seeing you again in September...

APPENDIX A: APCO PACKAGING VALUE CHAIN (OUR PACKAGING FUTURE 2020-2025)



	RAW MATERIALS MANUFACTURE	PACKAGING PRODUCTION	PACKING AND FILLING	USE	SOURCE SEPARATION	COLLECTION	SORTING AND CLEANING	SECONDARY MATERIALS PRODUCTION	END MARKETS
CURRENT STATE	Packaging manufactured mostly from virgin material	Some formats and materials are not recyclable or generate negative impacts as litter	Growing interest in packaging sustainability and engagement from brand owners	Most consumer packaging is used once before disposal	Loss of recyclable materials and high contamination due to incorrect source separation by households and businesses	Reliance on kerbside collection systems to manage packaging at end-of-life	Sorting facilities generate products with low or negative value and high processing losses	Insufficient facilities to reprocess material in Australia and over-reliance on export markets	Limited markets for recycled materials in low value products or back into packaging
OUR PACKAGING FUTURE	Packaging manufactured mostly from recycled materials	All packaging formats are designed for reuse or recycling or eliminated through system innovations	Packaging sustainability is integrated in business processes and drives brand value	Reuse systems for consumer and B2B packaging are widespread	Consumers and businesses separating packaging materials for recycling correctly with minimal contamination	Kerbside supplemented by extensive drop-off and take back systems	Sorted materials meet well defined specifications for new, expanded and diverse end-markets	New and expanded recycling facilities meet specifications for local manufacturing	Strong demand for recycled materials in packaging and other high value products

<https://www.packagingcovenant.org.au/documents/item/3214>

APPENDIX B: GREENLIFE INDUSTRY AUSTRALIA SUPPLY CHAIN MAPPING (2020)

